

ENERGY STAR® SSL Program Update

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Transformations in Lighting

Agenda



- ENERGY STAR 101
- Status of Qualified Products
- Criteria Changes
- Partner Outreach

What is ENERGY STAR?



- The national symbol for energy efficiency
- Awarded to products that meet strict energy-efficiency guidelines set by U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency (EPA)



- Serves as a marketing platform for retailers, manufacturers, and utilities to promote energy efficient products
- Participation in the program is voluntary

What is the Value of ENERGY STAR?

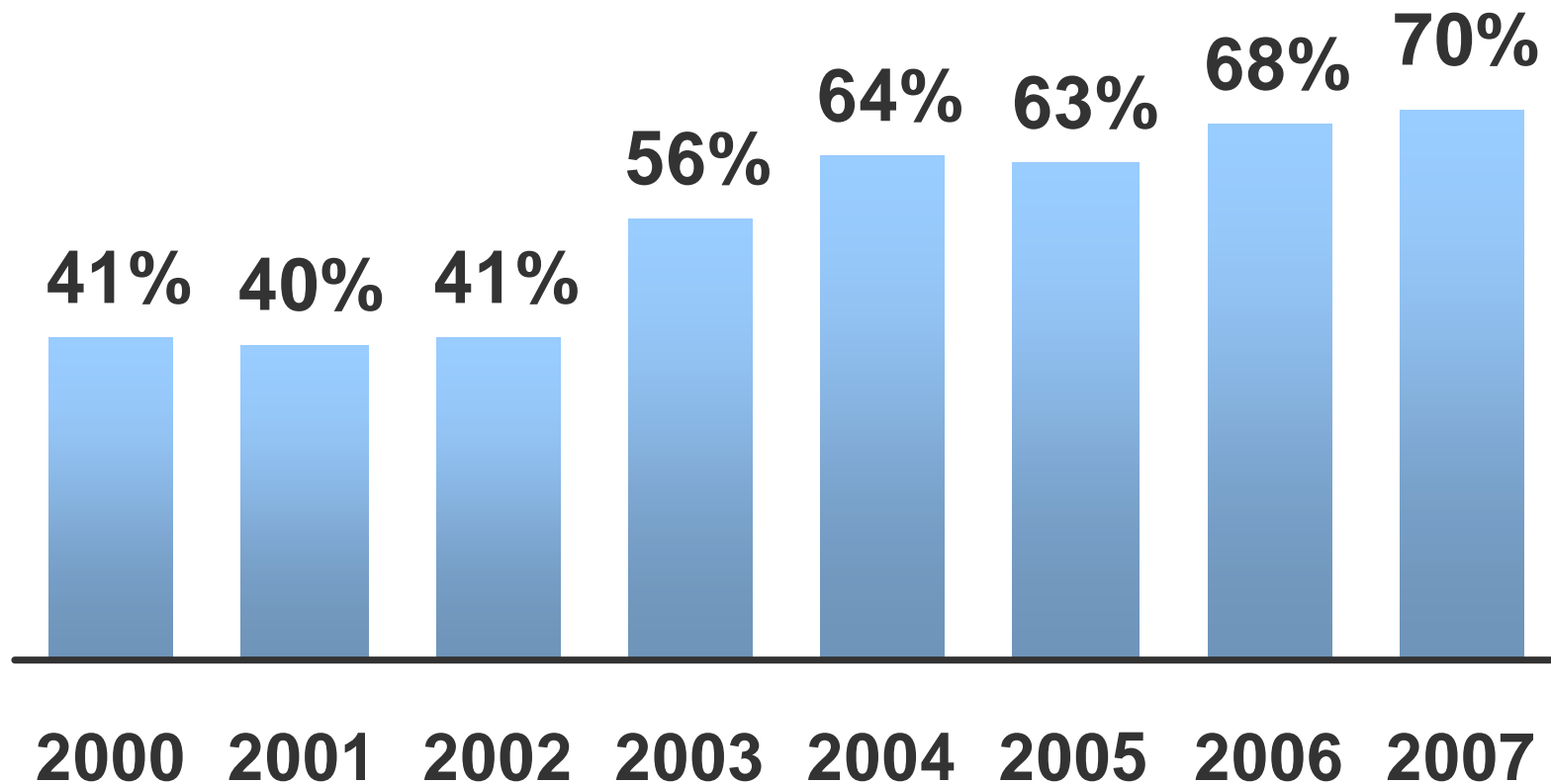


- Helps consumers identify energy efficient products
 - Common language
 - Single set of performance criteria
- Eases sales process
 - Promote cost-effectively energy efficient products to consumers
 - Provide credible, objective information about energy efficient options
- Elevates your brand awareness in U.S.
 - Signal corporate commitment to social good
 - Attracts consumers

Consumers Recognize the ENERGY STAR Logo

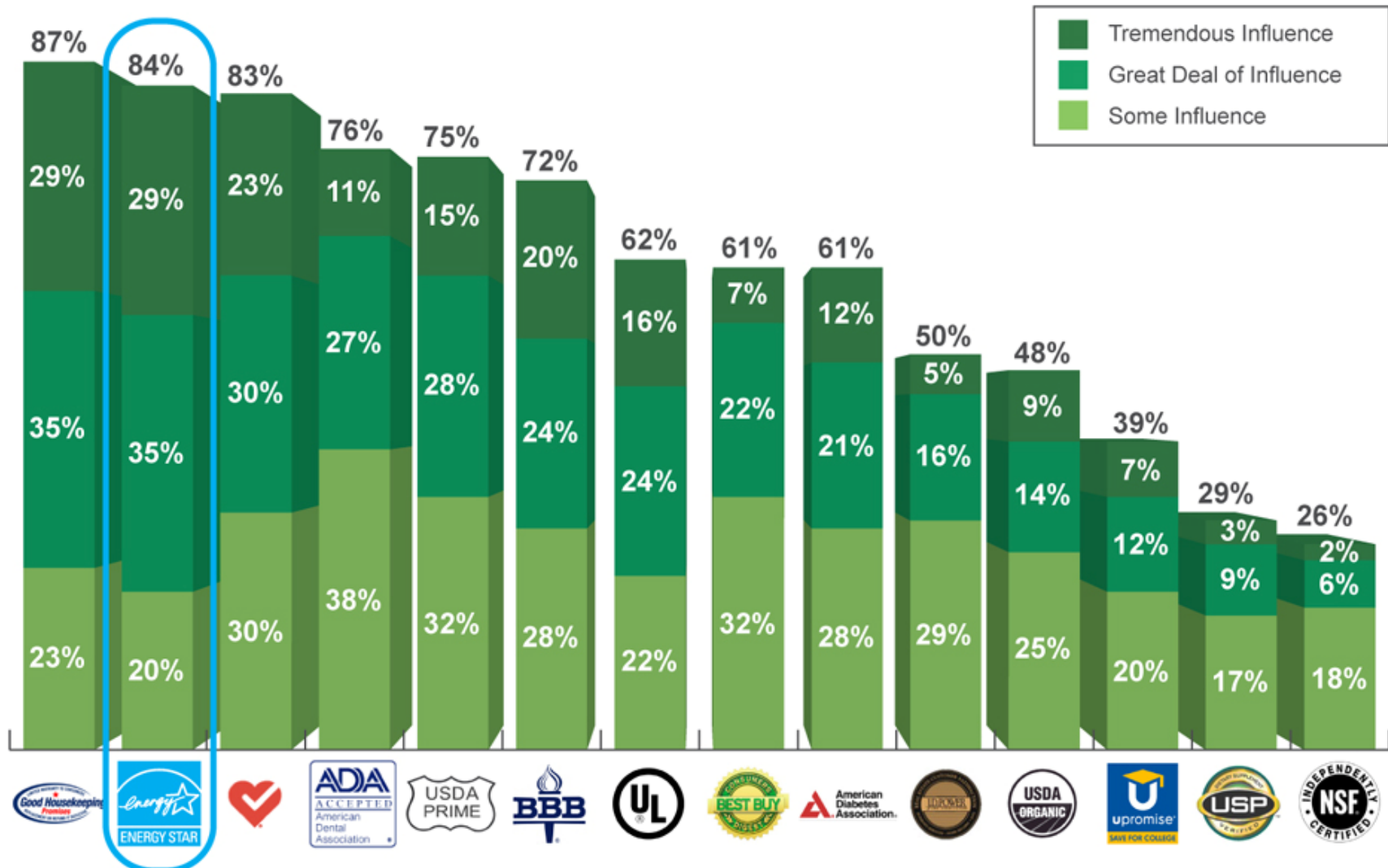


Aided Recognition of ENERGY STAR Label



Source: Consortium for Energy Efficiency Household Surveys (2001-2007). Standard errors vary between 1.5% and 2.2%.

ENERGY STAR Influences Purchasing Decisions



Who's Involved with ENERGY STAR?



Network of allied organizations:

- Federal Government (DOE and EPA)
- Manufacturers
- Retailers
- Energy Efficiency Program Sponsors (EEPS)
 - Utilities, States, and Energy Offices
 - Over 500 Utilities serve more than 62 million households

Why ENERGY STAR for Solid-State Lighting?



- Reflects DOE's involvement in commercialization of SSL over many years
- Establishes performance requirements early to avoid repeating experience with CFLs first introduction.
- Ensure the availability of products that meet or exceed customer expectations
- Satisfy customers to encourage their loyalty

Qualified Products



First Qualified Product



Kichler's Design Pro Under-cabinet kitchen system

- Designed to work as a system
- Luminaire efficacy of 37 lm/watt
- Delivers over 400 lumens with a CCT of 3000K

Newest Products



- Cooper Halo Downlight
- Kichler Rail Light
- More are in the queue



Kichler Rail Light – First product qualified under version 1.1

Why aren't there more?



- Many manufacturers are still in testing
- Some confusion over what's required for testing
- The delay in LM-80 being finalized
- The On-line Product Submittal Tool experienced some early hiccups
- The Economy

Criteria Changes



- Version 1.1 went into effect Super Bowl Sunday (2/1/09)
- First draft of a criteria for replacement lamp distributed on Jan. 16
 - Public comment period until Feb. 27
 - A second draft will be issued once DOE analyzes the comments
- Review of additional applications is on-going

New Applications



Residential

- Surface and pendant-mounted downlights
- Ceiling-mounted with diffusers
- Cove lighting
- Surface-mounted with directional heads
- Outdoor pole/arm-mounted decorative

Non-Residential

- Surface and pendant-mounted downlights
- Wall wash
- Bollards

Partner Outreach Activities



- Announce progress and share information via e-newsletter
 - Subscribe by sending an e-mail to ssl@drintl.com
- Engage Stakeholders at industry events
 - International Builder Show
 - ArchLED 2008
 - LightFair
- Solicit Feedback:
 - Proposed criteria for replacement lamps

Consumer Outreach Activities



- Simple and Clear Messaging
- Web Content – www.energystar.gov/led
- Tools and Resources

Simple and Clear Messaging



- Reduce energy costs
- Lasts a long time
- Lowers maintenance costs
- Reduces cooling costs
- Comes with three-year warranty

Web Content

A screenshot of the ENERGY STAR website's "Residential LED Lighting" page. The page features a navigation bar with links to "Products", "Home Improvement", "New Homes", "Buildings & Plants", and "Partner Resources". The main content area includes a sidebar with a "Products" menu listing various categories like "Appliances", "Heating & Cooling", "Water Heaters", "Home Electronics", "Lighting", "Light Bulbs (CFLs)", "Light Fixtures", "Decorative Light Strings", "Advanced Lighting Package", "Ceiling Fans", "Commercial LED Lighting", "Commercial Food Service", "Office Equipment", "Purchasing & Procurement", and "Interested in Partnering?". The main content area has a heading "Residential LED Lighting for Consumers" and a subheading "(Are you a partner? [For Partners](#))". It includes a section "See also: [Commercial LED Lighting](#)" and a paragraph about ENERGY STAR qualified LED lighting. There is a small house icon and a section titled "Why Choose ENERGY STAR Qualified LED Lighting?" with a subheading "Learn what the ENERGY STAR mark really means and the benefits of quality LED lighting." Below this is a "Buyers Guide" section with a subheading "Learn about the types of LED lighting and what to know before you buy." and a "Learn About LEDs" section with a subheading "Learn how LEDs work and why they are different from other lighting." There is also an "LED FAQs" section with a subheading "Search for more answers about LEDs." At the bottom, there is an "Email This Page" button and a footer with links to "Products", "Home Improvement", "New Homes", "Buildings & Plants", "Partner Resources", "Kids", "Publications", "News Room", "FAQs", "Contact Us", "Privacy", "Site Index", and "Recursos en Español". There are also links to "PDF Viewer" and "Excel Viewer". The footer also includes logos for "EPA Home" and "DOE Home" with "EPA Search" and "DOE Search" links.

- Product List
- Product Finder
- Rebate Finder
- FAQs
- Consumer Education Tools
- Savings Calculator (under development)

Partner Resource Guide



- Provides talking points for use by manufacturers, retailers, or utilities
- Contains graphs and tables that can be customized to meet your needs
- Provides simple messaging for explaining the technology to the consumer
- Compares LEDs to other light sources



Sample Info Graphics

Did you know?

You need 40 incandescents or 6 CFLs to match the lifespan of 1 LED¹



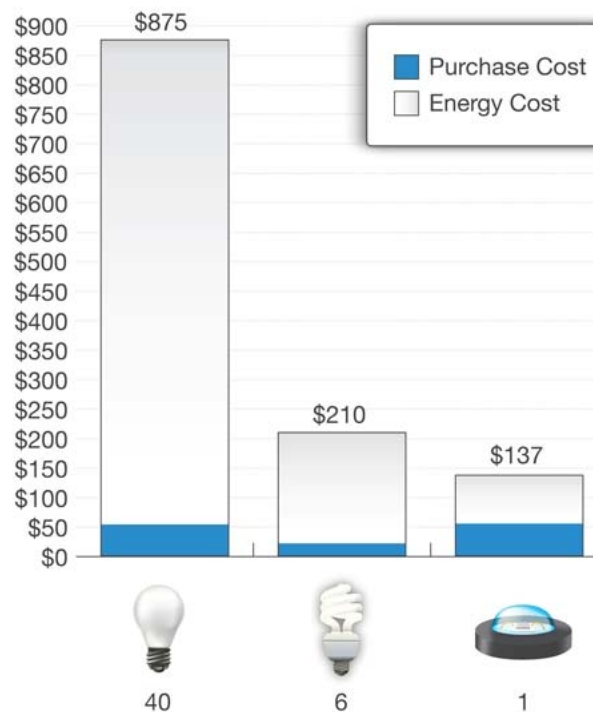
Incandescent
Light Bulbs

CFLs

LED

Save BIG with LEDs...

LEDs use 10-12 times less energy than incandescent bulbs!



Substituting 1 LED for 40 incandescent bulbs can save you **\$738³**

Upcoming Events



- Lighting Partner Meeting - March 17-19, San Antonio
 - www.energystarmeeeting.com

Questions?



www.energystar.gov/led

www.energystar.gov/sslpayers